

LATEST NEWS OF MOVIELAND FILMED IN TWO FEATURE REELS—NUMBER ONE

QUESTIONS AND ANSWERS
The Photoplay Editor of the Evening Ledger will be pleased to answer questions relating to his department.

Speaking of the making of film comedies, Mack Sennett in a recent interview said:
We only buy about three stories a year. And we read all that come in, about 50 a day, and can't ever find anything.

Most of the things that come in look as though they were written by children—perfectly amiable things that nobody could use. Why, I don't believe there are more than five or six people in this country who can write scenarios. O. I. don't mean one scenario. Anybody can get by with that. I mean keep it up and do it right along, one week, or something like that.

One and two reel comedies are good and "Tillie's Punctured Romance" in six reels was a big success. So there you are.
But going beyond more than two reels in comedy is taking your life in your hands. You have to have a story that will hold the audience every minute, or else your audience will sit back and say, "Why see that fellow? What is in there for? He hasn't done anything to raise a laugh for the last 10 minutes."

Helen Holmes' Escape
Helen Holmes, the beautiful Kalem leading woman, who plays the title role in the "Hazards of Helen," has added another thrilling escape from death to her long list of death-defying experiences before the camera.

Miss Holmes is forced to jump from a dock at San Pedro harbor into a racing launch as it dashes beneath the pier. The drop was a long one, but Miss Holmes, in her usual gritty fashion, did not hesitate.

Madge Lessing in the Screamingly Funny Farce "THE BLUE MOUSE" And Other Features

Follow the Crowds
Chestnut St. Opera House
Home of World's Greatest Photoplays
LAST WEEK BEGINNING MONDAY
D. W. Griffith's THE AVENGING CONSCIENCE

Exhibitors' Booking Office, Inc.
CAPITAL STOCK \$25,000
1339 VINE STREET
ORGANIZED AND OPERATED SOLELY FOR MUTUAL BENEFIT OF ALL EXHIBITORS

Knickerbocker Theatre
HARRIS STREET ABOVE 49TH
DAILY AT 5, 7, 9, 11, 12, 1, 3, 5, 7, 9, 11, 12
Charles Chaplin in "The Tramp" and "His Trysting Place"
"TRICKED"

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Cedar 90th Street and Cedar Avenue
Exploits of the Mountain
The Schenkers' Old Tutor
Eureka Selected Program
The Girl I Left Behind Me
Mabel's Strange Predicament

Cumberland Twenty-sixth and Cumberland Sts.
Monday Evening, April 19th
Charles Chaplin in "The Tramp" and "His Trysting Place"
"TRICKED"



GAIL KANE IN THE JUNGLE



SCENE FROM "HYPOCRITES" GLOBE THEATRE

Arnold Daly, "Merely Mary Ann," by Israel Zangwill; "Rachel," as played by Madam Bertina Kallich; "Beggars on Horseback," "The Gunner's Mate" and a series of plays that were on the boards last year on the regular dramatic stage.

The Modern Moves
The Modern Feature Film Corporation has moved its offices from 1135 Vine street to more spacious quarters at 227 North 13th street.

Write Your Views of "Hypocrites"
Keen interest is being shown by the public in the essay competition in connection with the current production of the "Hypocrites" at the Globe Theatre.

Locust Theatre
524 and 526 Locust St.
Hear the Wonderful Kimball Opera.
MATTIE'S IN EXILE.
MONDAY—JULIUS STEGER
TUES.—ROBERT WARWICK
WED.—VIVIAN MARTIN
THURS. & FRI.—CLARA KIMBALL WOOD
SAT.—"ROD OF WRATH"

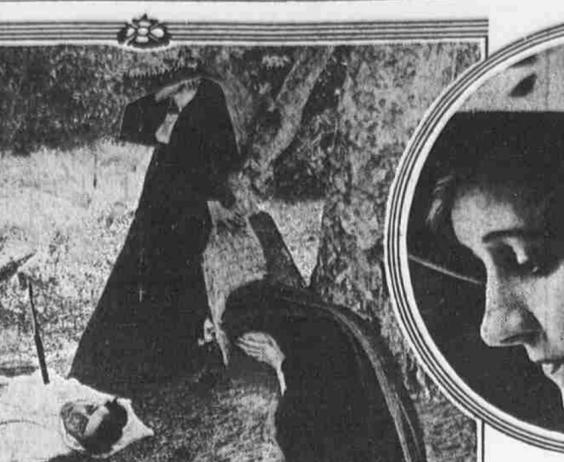
Western Union Telegram
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149 36 BLUE
NEW YORK 1056 & 15

Metro Film Exchange 1331 Vine Street
"ONE QUALITY—THE BEST"
JOHN D. CLARK WM. U. BETHEL

Jefferson 8th and Daffin Sts.
The Jitney Elopement & Zudora
Keystone Comedy
Tillie's Punctured Romance
PARK Ridge Ave. & Dauphin St.
THE FAIRY AND THE WAIF

Garden Fifty-third Street and Lansdowne Avenue
Earle Williams and THE CHRISTIAN
Edith Story in THE CHRISTIAN
GREAT SOUTHERN 2619 South 3rd St.
BLACK PEARL
IRIS Kensington and Allegheny Aves.
THE MAN O'WARSMAN

Electric Theatre Supply Co.
Alliance Programme
HENRY B. WALTHALL
The World's Greatest Motion Picture Actor
IN BEULAH
SIX PARTS
A Wonderfully Acted and Elaborately Staged Production of the Heart Gripping Classic of Louisiana, telling the Pathetic Story of Beulah, the Daughter of the Old South, her Sorrows, her heroic Struggles and her Ultimate Triumph in the Love of a Real Man.



LAURA NELSON HALL, ART FILM STAR



ERLE WILLIAMS, VITAGRAPH STAR

Notes of the Exhibitors
"Be up to the minute" is the slogan of Bertram and Segal, who point with just pride to the Great Southern, with its mirror screen, latest type projection machines and the program of pictures.

Leader
41ST AND LANCASTER AVE.
MATINEES DAILY
Mon. & WILLIAM H. CRANE in "DAVID HARUM" and Charles Chaplin in "The Tramp"
Wed. and Thurs. in "MISTRESS NELL"
Fri. & Daniel Frohman's Production of "THE LOVE ROUTE"

Barrist & Co.
214 North 8th Street
Sell Profitable Picture Theatres
PRICES—\$400 to \$100,000. Both phones.

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Is Now Located at 227 North 13th Street
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NOW RELEASED
THOMAS E. SHEA Assisted By DIXIE COMPTON in THE MAN-O-WARSMAN (5 Parts)
THROUGH THE VALLEY OF SHADOWS, 4 parts, featuring the great emotional actress, MISS FLORENCE TURNER.

Electric Theatre Supply Co.
PRESENTS
Alliance Programme
HENRY B. WALTHALL
The World's Greatest Motion Picture Actor
IN BEULAH
SIX PARTS

Adapted From the Great American Novel
By AUGUSTA J. EVANS

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which the star part was especially written for her, and which enjoyed a big success when produced in New York. ... The whole responsibility of the success of her portrayal of it on the screen rests on her shoulders.

Art Film Program
Laura Nelson Hall, the original "Every Woman," at first fought shy of going into moving pictures, but last year the late Charles Heite, of the Thanhouser Company, prevailed upon her to star in a picture called "Dope," portraying the evil results of drugs.

Odds and Ends
The employees of the Lubin Company have organized a yearly beneficial association. The majority of the players are members and the officers are: Joseph W. Smiley, president; Joseph Schwartz, treasurer; and Donald Smith, secretary.

Market and Juniper Streets
Beginning Monday, 2d Big Week—Twice Daily
AFTERNOONS, 2:30 10c, 15c, 20c
EVENINGS, 8:10 10c, 15c, 20c, 25c
SEATS TWO WEEKS IN ADVANCE
WARNING—Buy Tickets at Box Office Only. Ignore All Street Speculators.
The SENSATION OF THE SEASON

"Hypocrites"
A brilliant achievement in film drama.
Carefully played and the company does notably good work.
Impressive scenes.
Truth literally holds the mirror up to Nature.
A feature of the production is the staging of a vested choir and the introduction of a scenic tableau.
Reveals in a symbolic, pictorial narrative the highest aspirations of the human soul in vivid contrast with the vilest degradation. It aims to prove that in all ages the essentials of human nature remain fixed.
The Producer of "Hypocrites" Offers \$250 for the Best Essays Containing Your View of "Hypocrites." First Prize, \$100; Second, \$75; Third, \$50; Fourth, \$25. Judge Will be Dramatic Critics of All the Daily Papers. Address All Communications to Globe Theatre, Juniper and Market Sts.

PHOTO-PLAY REVIEW
What others say about us—
The best way I can express my support is to subscribe to the Photo-Play Review, for which I enclose one dollar.—Lottie Briscoe, leading lady, of Lubin's.
Your publication is bright and breezy and contains a wealth of entertaining matter of interest to the photo-play fan.—William Lord Wright, publicity manager Selig Polyscope Company.
A quality paper, of interest to the producer, exhibitor and the fan, that invites reading by every one.—Evening Ledger.
Enter my name at once for subscription. I firmly believe that every exhibitor should read your publication.—T. E. Morgan, manager Broadway Theatre, New York city.
The Photo-Play Review, a new popular weekly at popular prices.—Motion Picture News.
An excellent trade journal that grips not only the exhibitor, but the patron.—R. W. Baremore, dramatic critic, New York city.
Contains an interesting treatise on the leading photo-play productions. Profusely illustrated in a most artistic manner.—The Evening Telegraph.

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By VICTOR EUBANK
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